

NATIONAL PREPAREDNESS MONTH

September 2009

Virginia Activities as reported to Ready Virginia and Citizen Corps

VIRGINIA DEPARTMENT OF EMERGENCY MANAGEMENT (READY VIRGINIA)

- Registered as a National Coalition member in support of NPM
- In July, sent local emergency managers a Ready Virginia PowerPoint about NPM and a draft resolution for elected officials to declare the month. Encouraged them to register as National Coalition members, to plan an event in their communities, and to request materials from the RV office in support of their activities. More than 20 localities requested brochures, family plan sheets, kids' game sheets, hurricane guides, etc.
- Working with national *Ready* Campaign and the AdCouncil, purchased and launched new TV and radio public service advertisements statewide. These PSAs are localized to the Ready Virginia campaign. Virginia is one of only two states among the 15 cities and states that chose to localize the PSAs (Austin, TX; Chicago; Kansas City, MO; Metro Atlanta UASI; New York, NY; San Francisco; Los Angeles; Houston; Eugene, OR; Utah; U.S. Virgin Islands; and U.S. Navy). The ads use the metaphor that a disaster can turn your world and your family's life "upside down" and encourage citizens to prepare by going to ReadyVirginia.gov for tools and resources.
- In a special spotlight, the PowerPoint was featured on vaemergency.com for the month of September along with the new PSAs. Info on the national "Are You Ready?" campaign was posted on CERT Web pages
- Prepared report of NPM activities for OCP in response to Secretary Napolitano request
- Coordinated with several Lowe's stores around the state for their Sept. 26 "Safety Saturday" by providing brochures, handouts, magnets and NPM posters
- Co-hosted with VDOT the third-annual State Employee Preparedness Expo in James Monroe Building in Richmond. RV and Citizen Corps exhibited and gave out info including family plan sheets. About a dozen local and state agencies participated; the event drew at least 400 employees from more than 25 agencies.
- Co-sponsored Virginia Statewide Neighborhood Conference. Designed and placed ad in program; placed RV brochures in 200 attendee packets; exhibited with Citizen Corps for three days. During conference, assisted City of Norfolk in presenting preparedness info.
- Wrote news release in English and Spanish and distributed to media statewide using various means including social media; posted news release to vaemergency.com and ReadyVirginia.gov
- Wrote and distributed news article to dozens of homeowners and professional associations, local emergency managers and TV meteorologists, asking for their support and encouraging them to direct residents to ReadyVirginia.gov for tools and resources.
- Supported FEMA's Office of National Capital Region Coordination by providing thousands of RV brochures and other handouts in English and Spanish to be used in multiple NPM Road Shows at various federal departments and agencies within the NCR.
- Used Facebook and Twitter to send messages encouraging people to take action
- Provided tabletop display and handouts to staff in Northern Virginia for their participation in three NPM events: EPA Sept. 16; U.S. Senate Preparedness Day Sept. 18; and Ft. McNair Oct. 1
- Provided brochures and handouts to VDEM staff for presentation to Baptist General Convention meeting in Richmond

- Continued multi-faceted hurricane season campaign, featuring strategic outreach to Spanish-speaking residents. Spanish outreach included our series of hurricane/flood preparedness and NPM articles printed in Hispanic weekly newspaper around the state; Listo Virginia Web banners on Hispanic media web sites, including Nuevas Raices and El Eco newspapers and La Selecta and Radio Poder radio stations; live weekly appearances on Radio Poder and taped appearances on La Selecta and more. We also produced a new Spanish hurricane guide with 15,000 copies distributed through El Eco in Hampton Roads. Copies were also provided to localities, and the guide was posted on our Web sites so it can be downloaded.

VIRGINIA DEPARTMENT OF TRANSPORTATION

- Registered as a National Coalition member in support of NPM
- Planned all logistics and carried out most successful State Employee Preparedness Expo to date. Set date for next Expo (Sept. 9, 2010) and reserved space.
- VDOT CERT exhibited at Preparedness Expo and recruited volunteers.

VIRGINIA DEPARTMENT OF HEALTH

- Displayed at Preparedness Expo and shared information on preparing for flu season

VIRGINIA DEPARTMENT OF SOCIAL SERVICES

- Displayed at Preparedness Expo and solicited volunteers to staff evacuation shelters

VIRGINIA OFFICE OF VOLUNTEERISM

- Displayed at Preparedness Expo and solicited volunteers for Medical Reserve Corps

VIRGINIA CAPITOL POLICE

- Displayed at Preparedness Expo

ACCOMACK COUNTY

- County declared StormReady by NOAA and NWS Sept. 8
- Held 20-hour CERT class Sept. 19, 23 & 26 at Captain's Cove Marina in Greenbackville
- Participated in Sept. 12 Harborfest in town of Onancock and gave out emergency preparedness literature and spoke with residents
- Participated in Sept. 17 Eastern Shore Pandemic Flu Preparedness Workshops in town of Onley. These were two three-hour workshops designed to inform, instruct and prepare businesses for potential pan flu outbreak.
- Participated in Sept. 23 Eastern Shore Disaster Preparedness Coalition Steering Committee meeting in Tasley
- Provided ICS300 Sept. 14, 20, 22 & 24 at Painter Volunteer Fire Department for Eastern Shore community members needing training for emergency response responsibilities

ALEXANDRIA

- Posted emergency preparedness info on City of Alexandria Web site, Facebook and Twitter all month. Also recorded and posted podcast.
- Designed newspaper ad for emergency preparedness for local paper
- Participated in a Back to School event at an elementary school, providing emergency preparedness info and brochures

- Held "Be Ready Alexandria!" Sept. 13 and 19
- Held multicultural fair Sept. 19 with representatives from several City departments giving info and answering questions from residents who spoke many different languages. Residents received information and were given instructions on how to make a kit.
- Held Dogge walk and gave out emergency preparedness info and pet preparedness info
- Farmers Market provided info all month, as well as several church events and fairs.

ARLINGTON COUNTY OFFICE OF EMERGENCY MANAGEMENT

- Distributed emergency preparedness activity books to every elementary student (10,400) in the County thru the backpack mail Sept. 18. Approximately 1,000 activity books were distributed to the county's private schools.
- Planning distribution of starter "go bags" to affordable housing units in the County (4,000) as soon as the last item is received
- Conducted an employee preparedness training
- Volunteer recruitment held with 20 attending and signing up for Citizen Corps programs
- Presented preparedness program for Brookfield Properties' tenants of their Rosslyn buildings, with 25 in attendance
- For the Arlington Partnership for Affordable Housing, two Citizen Corps volunteers presented a preparedness program Sept. 28 to Columbia Grove Apartments with 55 attending. One volunteer presented in English and one in Spanish.
- Sent 500 activity books to public health clinics for young children
- Distributed 50 pandemic flu and emergency preparedness brochures, Z cards and activity books at a health fair for pregnant women and new parents Sept. 21
- Distributed 100 emergency preparedness and pan flu brochures, along with 50 activity books at the Ft. Myer Partners Meeting Sept. 25
- Distributed 250 emergency preparedness pan flu brochures, 50 activity books and 200 Z cards at the TSA Safety Fair Sept. 21
- CERT participated in a full scale drill Sept. 26, assisting with moulage and serving as "victims." This was a joint effort with Alexandria.

CHARLOTTESVILLE/ALBEMARLE COUNTY/UVA

- EM coordinator started a series of CERT classes in county office building, along with the Charlottesville-UVA-Albemarle County CERT. Ten persons attended.
- Held regional full-scale evacuation exercise at UVA's Scott Stadium

CHESTERFIELD COUNTY

- "Are you Ready?" campaign began Sept. 1 and ends October 30. Classes cover topics in emergency planning for seniors and their caregivers, helping people with special needs, preparing family members and providing for pets in emergencies. Citizens learned how to identify hazards, take protective measures for specific hazards, create a family disaster plan, assemble a disaster supplies kit, be self-sustaining for at least three days and ultimately recover from a disaster. Classes are being held in public libraries and Brandermill Woods Retirement Community among other locations. The county is including CERT and MRC members for Chesterfield, Powhatan and Colonial Heights.

FAIRFAX CERT

- Participated in Sept. 10 Positive Aging Fair at the Jewish Community Center of Northern Virginia in Fairfax, an outreach event geared to senior citizens; had NOAA weather radios for door prizes
- Participated in Sept. 11 employee Preparedness Fair at Booz Allen Hamilton in McLean
- Participated in Sept. 12 "Get Ready Fairfax" event in Reston, including MRC and CERT booths with information on making emergency kits

FAIRFAX CITY

- City Council issued a proclamation declaring September National Preparedness Month.
- Ran PSAs on city's cable TV channel (Cox 12) and radio station (1650 AM)
- Displayed various "make a plan" posters in buses that run throughout the city and George Mason University
- Distributed a readiness crossword puzzle to middle school students
- Provided public and school libraries with bookmarks on tornado, thunderstorm and pan flu preparedness. The bookmarks are included in books checked out, and more than 2,000 have been distributed.
- Placed displays and RV brochures and seniors brochures in City Hall and the library
- Distributed 500 "business ready" and pan flu posters to businesses throughout the city
- Distributed a weekly flyer to all city departments along with a weekly e-mail on readiness
- Highlighted NPM on city Web site and published preparedness articles in city newsletter

FAIRFAX COUNTY

- Held annual 9/11 Ceremony Monday, Sept. 14th, at noon
- Health Department hosted two preparedness training events – "Being Ready for the Next Community Disaster in Fairfax County – a Special Workshop for Clergy, Lay Leaders and Staff" Sept. 22 and Oct 3. The purpose was to familiarize houses of worship on local disaster/emergency response. These were offered by the county's Department of Systems Management for Human Services, the Office of Emergency Management and the Fairfax County Faith Communities in Action.
- The Health Department hosted two "Get Ready Fairfax!" emergency preparedness fairs – Saturday, Aug. 15, and Saturday, Sept. 12. The "Get Ready Fairfax" fairs highlighted the all hazards approach to emergency preparedness in the community.
- The TV program, "Hurricane Preparedness", aired on Fairfax County Government Channel 16 and online during September.
- The county Health Department hosted a series of town hall meetings during September about pandemic and seasonal influenza.
- The county Office of Emergency Management conducted community outreach at the annual Korean Festival held in Annandale and the Centreville Days Fair in Centreville.
- The county Office of Emergency Management partnered with the Fairfax County Office of Public Affairs to get the word out to the county's workforce with emergency preparedness announcements in the daily e-mail newsletter to county employees.
- The same news items were distributed to agencies and organizations who had partnered with the county using the Social Registry and to houses of worship located in the county.

FAUQUIER COUNTY DEPT. OF FIRE, RESCUE AND EMERGENCY SERVICES

- Set up display and provided RV brochures, family emergency plan worksheets, kids' game sheets, magnets and hurricane guides to citizens

FRANKLIN COUNTY PUBLIC SAFETY

- Provided RV brochures and family emergency plan worksheets to citizens

FREDERICK COUNTY FIRE & RESCUE DEPARTMENT

- This is the first year they promoted NPM. Held a contest for school students to prepare an emergency plan.

GLOUCESTER CERT

- Participated in a Sept. 30 Middle Peninsula Exercise based on a tornado event

HALIFAX COUNTY EMERGENCY SERVICES

- Set up display and provided RV materials to residents

HAMPTON DIVISION OF FIRE AND RESCUE

- Hampton Citizen Corps Council members participated in Coliseum Central "Neighborhood Night Out" at the Bass Pro Shop in Hampton. Approximately 600 children and adults attended. Hampton CERT members distributed info for personal and family preparedness, pandemic influenza and hurricane evacuation. Some attendees won NOAA Weather Radios in a free raffle. Hampton Volunteers in Police Service and Hampton Neighborhood Watch members distributed safety information.
- Partnering with Peninsula Agency on Aging Meals on Wheels, provided smoke detector checks, smoke detector installations and home safety checks to Meals on Wheels clients on Sept. 11, National Day of Caring and Service
- Will host Annual Five-Alarm Festival and Safety Expo Oct. 3 in Carousel Park from noon – 4 p.m. Last year's event drew more than 1,800 people. This event allows the Hampton Fire Department to share info about fire and life safety with the community. The Chil-fil-A cow, McGruff the Crime Dog, the Norfolk Tide, Smoky the Bear and Sparky the Fire Dog will attend this year's expo, which features a Chili Cook-off.

HENRICO COUNTY

- Had month recognized as "Preparedness Month" by Board of Supervisors
- Presented preparedness info to 15th Citizen Fire Academy
- Started two CERT classes with total of 35 people
- Participated in Burning Up the Bottom Festival in Shockoe Bottom, an opportunity for the community to come together to recognize efforts of local fire departments, to learn more about fire safety, and to get info on being prepared and how to put together an emergency kit. More than 600 people took materials from the booth, including brochures and calendars with dates for regional CERT and citizen fire academy classes.

LOUISA COUNTY

- Sent news release to local newspaper

PAGE COUNTY

- Placed advertisements on local radio and cable TV stations informing citizens of NPM and giving info on what they should do to prepare
- Posted these ads on the County's Web site and Facebook page
- Held a Skywarn Basic class for citizens
- Spoke to several groups about personal preparedness

POWHATAN COUNTY EMERGENCY MANAGEMENT

- Met with local Boy Scout troop Sept. 1 to help them with the Emergency Preparedness award. Discussed the Emergency Management Cycle, community preparedness and the need for families to be prepared. During the presentation handed out the Ready Virginia brochures received from VDEM and covered the information.
- During the Powhatan County Labor Day parade Sept. 9, set up Public Safety Mobile Command Center and discussed preparedness with many of our citizens. Provided Ready Virginia brochures to citizens. Also demonstrated a home emergency three day kit in a plastic tub and discussed the need for families to be ready to self-protect & self-provide.

PULASKI COUNTY

- Set up display and provided RV brochures and family emergency plans to citizens
- BOS passed resolution declaring NPM

RUSSELL COUNTY

- Conducted NIMS training
- Made presentations to local college and public school administrators, staff, teachers and students
- Sent press release to the local paper
- Participated in fund raiser for the American Red Cross (\$2,180)

STAFFORD COUNTY FIRE AND RESCUE DEPARTMENT

- Coordinated and delivered several large audience presentations, including Moose Lodge and Rotarians as well as multiple community associations and churches. Preparedness discussions were presented at the annual VOAD conference. Audiences ranged from 75-100 at each event.
- Partnered with Dominion Virginia Power to tape an educational preparedness message with the National Weather Service and also participated in local cable channel filming. More than 24,000 school-aged kids and teachers viewed the cable presentations.
- CERT participated in community and business events giving "all hazards" presentations including topics on Stafford Alert, severe weather preparedness and family emergency planning.
- Used department and county government Web sites to inform citizens about emergency preparedness

VIRGINIA BEACH

- Hosted third Citizen Corps Disaster Preparedness Day Sept. 26 at Landstown Middle School; about 50 people attended. This year's event focused on providing in-depth "planning workshops" for families, businesses and the faith-based community so that

they have resources and tools to either begin developing emergency plans or improve existing plans. Workshop facilitators included the Virginia Beach Office of Emergency Management, Towne Bank, the American Red Cross and CERT. In addition, representatives from MRC, CERT, Neighborhood Watch, Virginia Beach Police Chaplains and Virginia Beach Amateur Radio provided preparedness resources. We wanted participants to leave with an actual tangible result. We incorporated Continuity of Operations planning in relation to current H1N1 events.

WAYNESBORO

- Placed info on locality's Web page and on local government TV access channel

WINCHESTER DEPARTMENT OF EMERGENCY MANAGEMENT

- Participated in Sept. 12 Community Safety Fair, which provided an opportunity to discuss the importance of being prepared with several hundred citizens. Also distributed a large selection of materials on individual, family and business preparedness.

NATIONAL COALITION MEMBERS

These 65 Virginia organizations voluntarily registered on the national Ready.gov Web site to be a National Coalition Member in support of NPM. Each member pledged to share preparedness information and/or hold community events. Many national organizations that do business in Virginia were registered, such as Target, Home Depot, American Red Cross and Hospital Corporation of America, among many others. Also, the state of origin for every registered coalition member could not be determined from the on-line list, so there possibly are Virginia groups not shown here who signed on.

Amateur Radio Organizations:

Norfolk Amateur Radio Emergency Communications Services
Portsmouth Amateur Radio Emergency Services
Prince William County Amateur Radio Emergency Services

Citizen Corps:

Arlington CERT
Arlington Heights Citizen Corps
Charlottesville-UVA-Albemarle County CERT
Chesterfield County Community Emergency Response Team
Chesterfield Health District Medical Reserve Corps
Fairfax County CERT
Gloucester County CERT
Rappahannock-Rapidan Medical Reserve Corps
Southwest Virginia Medical Reserve Corps

Health Organizations:

Alleghany Regional Hospital
Carilion Stonewall Jackson Hospital
Montgomery County Health Department
Riverside Medical Center

Military:

Fort Eustis Garrison
Portsmouth Naval Shipyard
U.S. Army Garrison, Fort A.P. Hill
U.S. Army Installation Management Command Northeast Region

Nonprofit Organizations:

American Red Cross, Gloucester County Chapter
American Red Cross, Great Richmond Chapter
American Red Cross, Loudoun County
American Society of Civil Engineers, VA
Association of Contingency Planners (ACP), Old Dominion, Richmond
Independent Insurance Agents and Brokers of America, Inc, VA
Rappahannock United Way
Richmond City Health District
Rotary Club of Virginia
Staunton-Augusta Rescue Squad
Virginia Cooperative Extension, Amelia
Volunteer Alexandria

Private Sector:

Shenandoah Valley Project Impact
72HourPlan, VA
Arc Aspicio LLC, VA
Booz Allen Hamilton
Cox Communications-Northern Virginia
Emergency Preparedness a division of Ashbury Int'l. Group, VA
Hampton Roads Bankshares
Pulaski Community Hospital
Sprint, VA
Wag'N Enterprises, LLC

Schools:

University of Mary Washington

State and Local Governments:

Botetourt County
Chesterfield Health District, Department of Health
City of Fairfax
City of Lynchburg
Fairfax County Office of Emergency Management
Fauquier County Department of Fire, Rescue and Emergency Management
Henrico County Division of Fire Office of Emergency Management
James City County Fire
King George Fire, Rescue and Emergency Services
Mount Rogers Community Services Board
Nelson County Emergency Services
Norfolk Sheriffs Office

Petersburg Police
Powhatan Extension Office
Pulaski County
Richmond City Health District, Medical Reserve Corps
Roanoke Fire-EMS
Virginia Department of Emergency Management
Virginia Department of Transportation
Virginia Office of Emergency Medical Services
Warren County Fire and Rescue
Wise County EOC

